

Share Your Vision for the City of Marietta

Comprehensive Plan 2040
Kick-Off Meeting

April 13, 2016



How well do you remember Marietta from 1993?

Question 1: What major weather event hit Marietta in March of 1993?

Answer: "The Storm of the Century" Blizzard

Bonus: What weather phenomenon had just impacted Marietta the month prior?

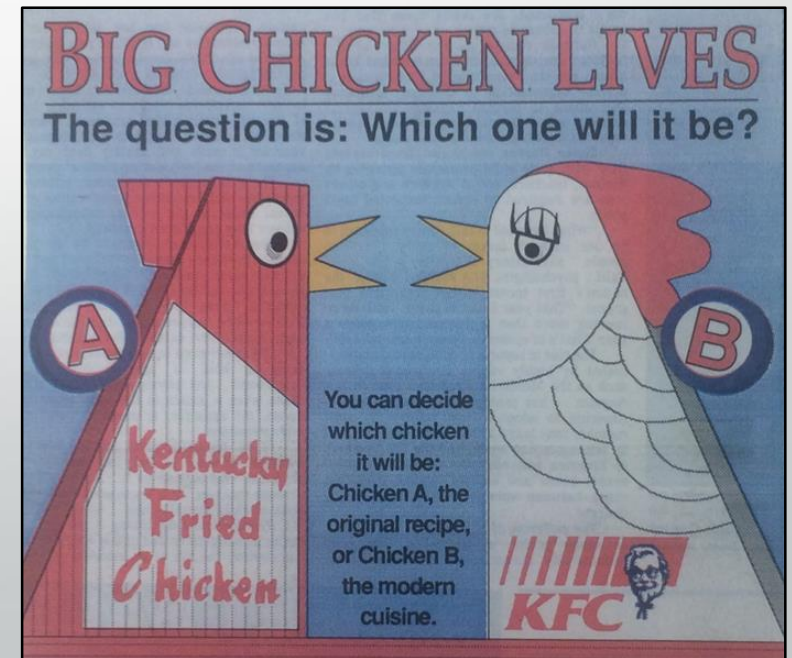
The February Tornado of 1993




How well do you remember Marietta from 1993?

Question 2: What Marietta landmark underwent major rehab in 1993?

Answer:
The Big Chicken





How well do you remember Marietta from 1993?

Question 3: What was Marietta's median household income in 1993?

- A. \$15,829 B. \$20,371 C. \$22,829 D. \$23,371 E. \$30,578

Answer:

D) \$23,371

Bonus: What is Marietta's median household income today?

\$42,688

Comprehensive Plan Discussion

- Comprehensive Plan Basics
- New Planning Standards
- Public Participation
- General Timeline
- Community Vision



What is Comprehensive Planning?

- Georgia Planning Act of 1989
- 23-year policy guide (updated every 5 years) for the physical development and redevelopment of the city
- Assess conditions, project future trends, develop strategies and goals, and create a work program to achieve these goals.
- Requires extensive public participation
- Qualified Local Government Status



2030 Comprehensive Plan

- Adopted in 2006 under former planning standards
- 3 primary parts (220 pp.)
 - Community Assessment
 - Community Agenda
 - Short Term Work Program
- Focused on relevant topics and concerns of that time
- Available on the city's website for review



New Planning Standards

- 2014 Minimum Standards and Procedures
 - Change in Format
 - Flexibility and Ease of Implementation
 - 5 year update requirement

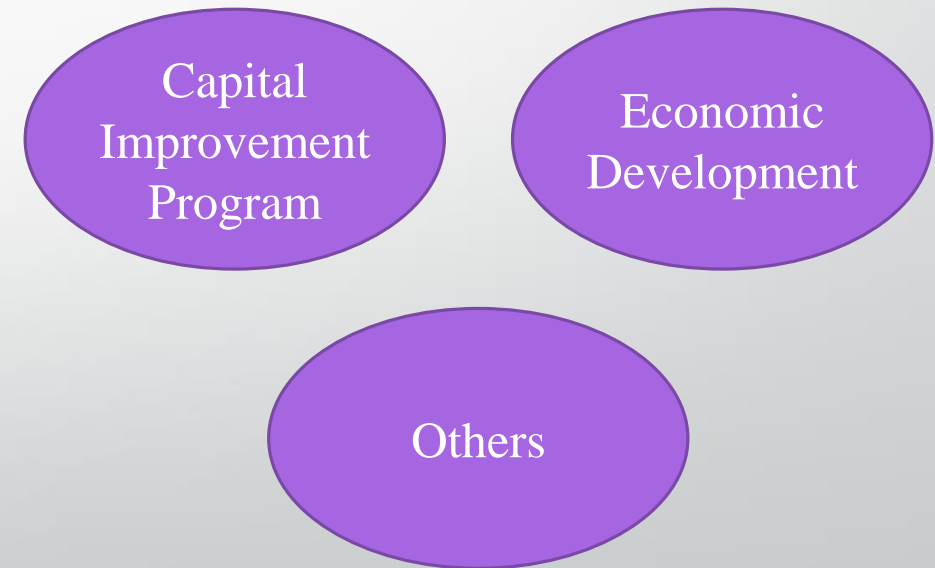


Comprehensive Plan Elements

Required



Optional



Public Involvement

- Steering Committee
- Public Meetings
- Website Updates
- Email Blasts
- Surveys



Steering Committee

- Composition of Steering Committee
 - Various Backgrounds and Professions
 - Residents, Business Owners, City Staff
 - Community Leaders
- Help Guide the Process
- “Eyes and Ears” of the Community
- Encourage Participation

General Timeline

First Public Hearing

April 2016

Selection of Steering Committee

May 2016

Steering Committee Meetings and Plan Development

Public Meetings and Engagement

Final Public Hearing

March 2017

Submission to ARC for Review

May 2017

Submission to DCA for Review

June 2017

Plan Adoption

July 2017

Certification Deadline: 10/31/2017

Share Your Vision for Marietta

- Marietta is a livable city in a great metropolitan area. We are dedicated to being a clean city, with trees, green spaces and parks.
- We are a city that provides a healthy and safe environment for our citizens and businesses.
- We are a dynamic business center that has retail, offices, and environmentally friendly industry in appropriate places. We honor our past, preserve our history, and welcome the future, by embracing technology.
- We are a city that cherishes culture and arts, and we are a tourist destination and a sports and entertainment center for the region.
- We are a city of mixed-uses (live, learn, work, play) and diverse urban design that will become known as “the Marietta Look.” We have a well-defined, vibrant downtown, and neighborhoods that mix residences, parks and greenspaces, and businesses.

Share Your Vision for Marietta

- We offer housing for people of all ages, incomes, and ethnic backgrounds, so that generations of families can live within our city. We recognize the importance of homeownership and our vision is that a majority of our residences will be owner-occupied.
- We are a hub of activity, where traffic, transit, and pedestrians move about easily and safely. In designing our transportation system, we place a high premium on the quality of life of our citizens.
- We are a place where citizens are positively involved in decision-making, through boards, community organizations, and community meetings. We will actively seek partnerships with other governments, businesses, philanthropic institutions, non-profit organizations, and educational institutions in building a high quality of life.
- We are a city committed to ethical behavior.



Questions/Comments?

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